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SCHOOL MAY BE OUT FOR THE SUMMER –
BUT SAN BERNARDINO COUNTY IS LAUNCHING ITS ANNUAL
STORMWATER PUBLIC EDUCATION PROGRAM

SAN BERNARDINO COUNTY, (Date) – The San Bernardino County Stormwater Public Education Program officially kicks off this month in more than 16 cities throughout the Inland Empire. The goal of this important environmental program is to increase awareness among County residents about the impact of urban runoff, and to stimulate behavioral changes to reduce the pollutants that end up in the storm drain system – and ultimately pollute local rivers, lakes and beaches.

San Bernardino County's Stormwater Public Education Program is a multi-faceted campaign incorporating community outreach, corporate partnership programs and targeted advertising in print and broadcast media. The educational program focuses on the key stormwater issues and pollutants, including garbage, litter, tossing cigarette butts in the street, dog waste and the improper use of pesticides and fertilizers.

County Commissions Major Research Study

Recently, the San Bernardino County Stormwater Program released findings from its strategic stormwater research study of county residents, and their knowledge and opinions regarding this environmental issue.

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Some key findings from the study, entitled, "2002 San Bernardino County Stormwater Program Study," revealed:

- Residents are concerned about Water and Storm Drain Pollution. In fact, 58 percent of those surveyed stated that pollution of local beaches is a serious problem. And, 44 percent said that pollution of local storm drains is a serious problem.
- Nearly one in four say pollution of local waterways is worsening. Twenty-two percent said that the water in local rivers and lakes in the area is more polluted than it was a few years ago.
- Residents want to learn more. According to the survey, more than 1 in 4 people are very interested in learning how to reduce pollution.
- Sixty-two percent said they would definitely change their behavior if they learned they were polluting waterways.

The study also found that the County's educational program has been effective. The study showed that those who recall seeing information and advertising about storm drain pollution were more concerned about pollution. Nearly half (48 percent) of the adult residents in the county say they have seen, read or heard something in the past year about the storm drain system and the pollution of local waters.

As summer swings into high gear, so does the San Bernardino County Stormwater Public Education Program. Residents will soon see billboards and ads, as well as hear informative radio spots about this issue. Also, if residents want to learn more about stormwater pollution prevention, they can call 1-800-CLEANUP or visit: www.co.san-bernardino.ca.us/flood/npdes.

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